

00

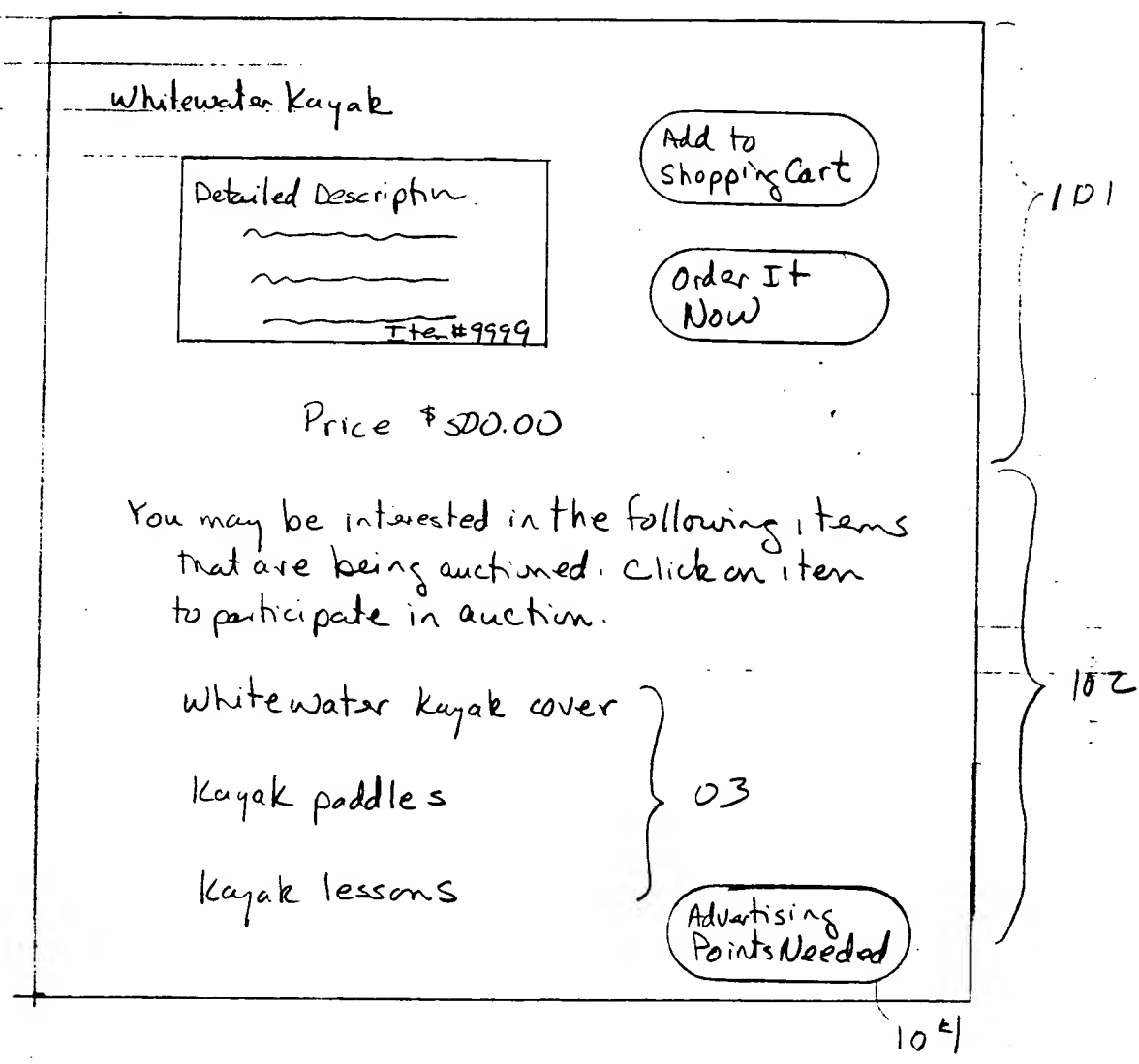


Fig 1

Iten Advertising Point

(Whitewater Kayak, Iten # 9999)

Based on historical data, we estimate that 100 users will access this detailed web page every day. The number of points needed to run an advertisement on this web page is 5 points per web page access. (If you specify that your advertisement is to be included more than 50% of the time this web page is accessed, the points needed will be 4 points per web page access.)

Fig 2

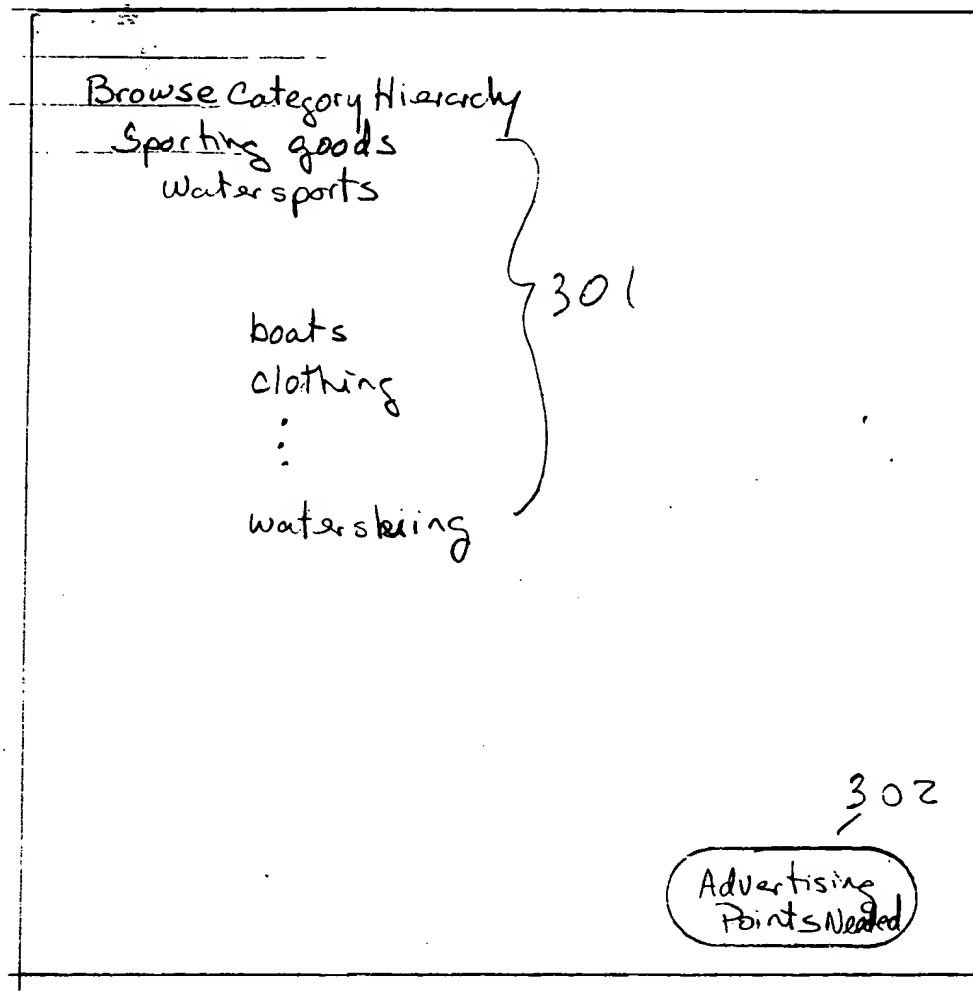


Fig 3

Category Advertising Costs
(Water Sports)

We estimate, that the web page for this browse category will be accessed 500 times per day. The number of points needed to include an advertisement on this web page is 10 points per access.

We estimate that detailed web pages within this category will be accessed 2500 times per day. The number of points needed to include an advertisement on detailed web pages within this category is 3 points per access.

Fig 4

Advertise Your Auction

Your Accumulated Ad Points 50,000Item Name: Whitewater Kayak Cover 501

Advertise on web pages for

Item #

502

Category #

503

start Time: End Time:

504

Advertise on the following percentage of
web pages (1-100)

506

505

Bold ☐

507

Special Effects ☐

508

We estimate that the cost of placing
this advertisement will be 2500.
advertising points.

509

603

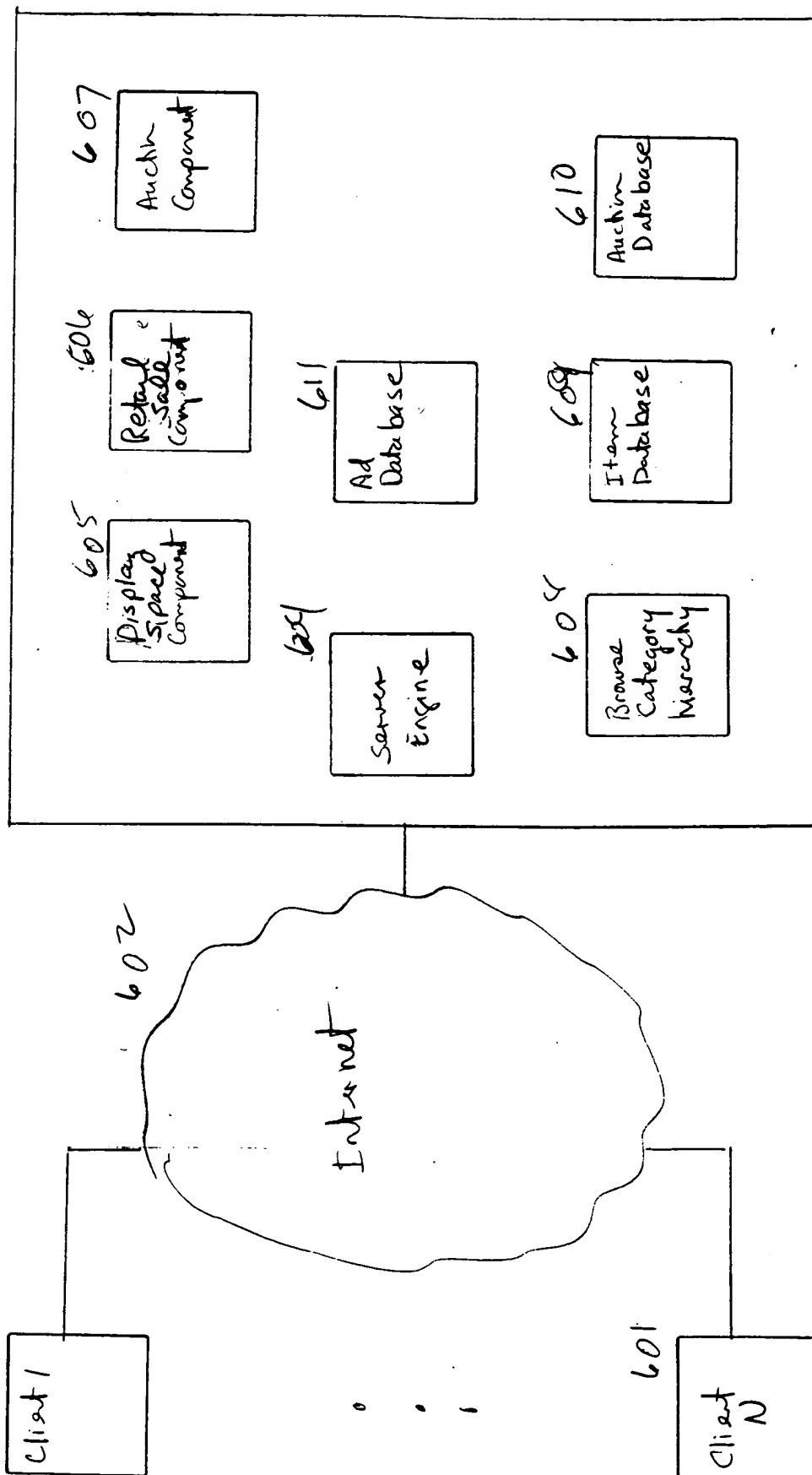


Fig 6

6A05

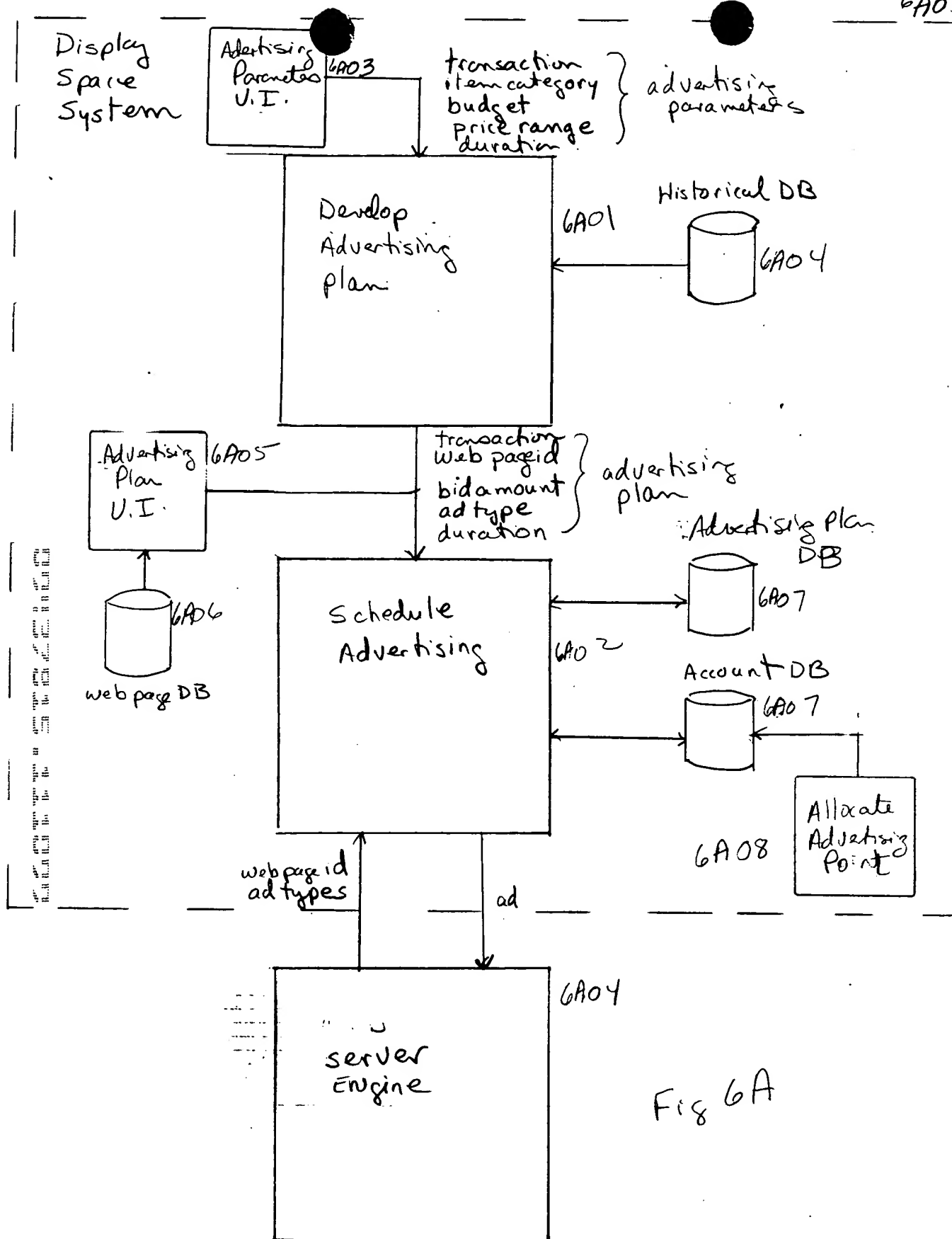


Fig 6A

Schedule Advertising

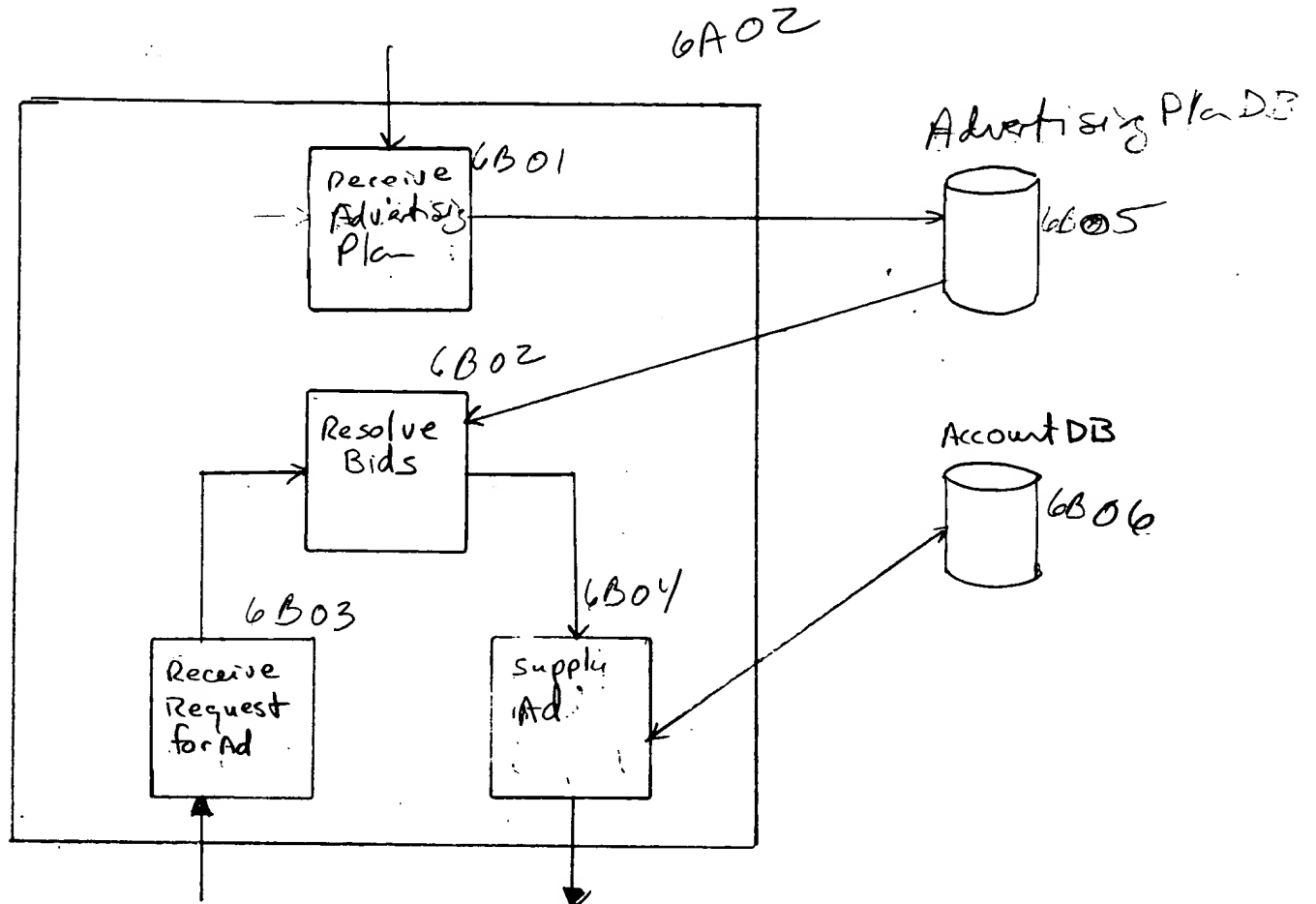


Figure 6B

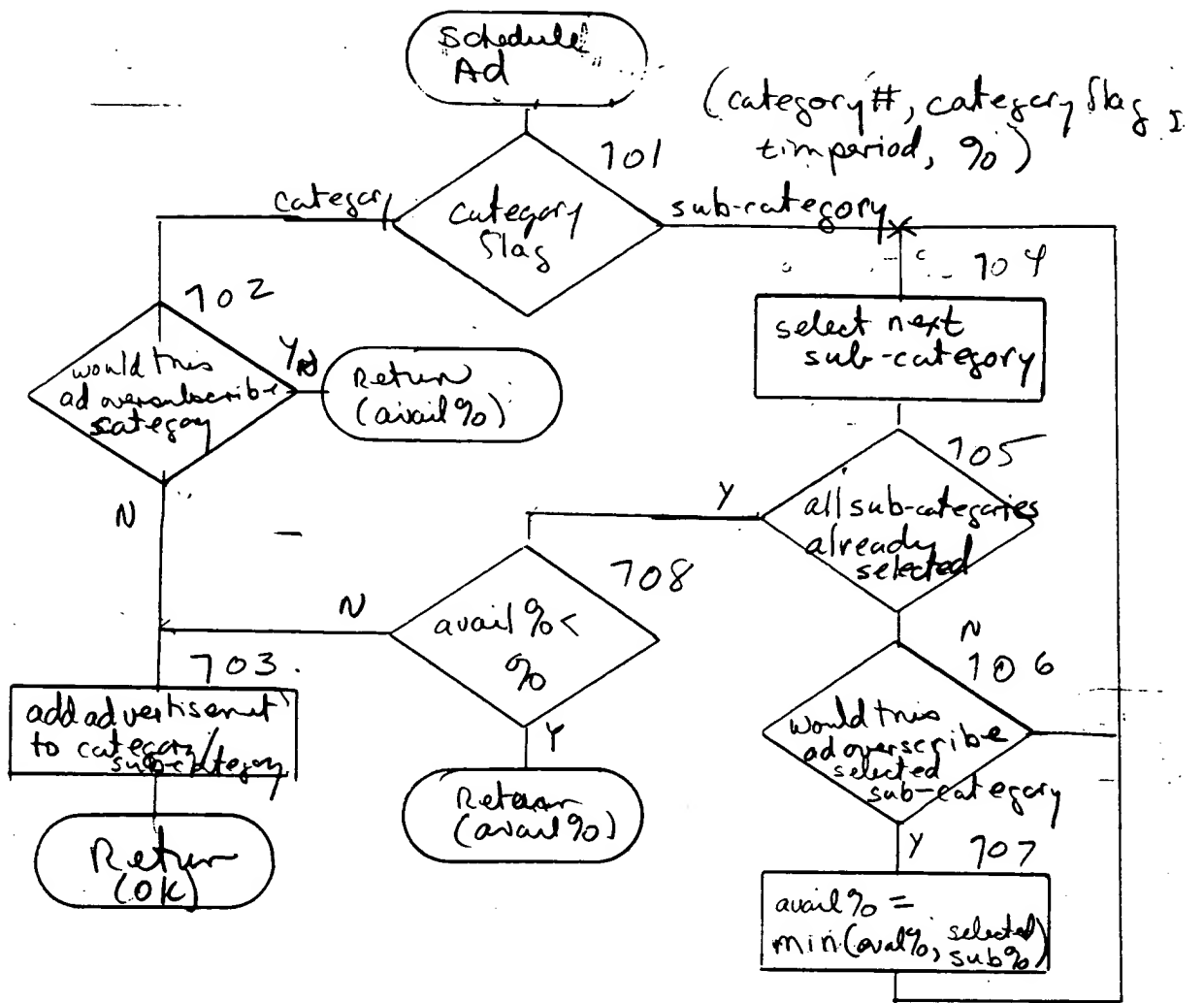


Fig 7

Submit Advertising Plan

Advertise
What

AV1234

801

Advertise
to whomMale with $18 \leq \text{age} \leq 30$

802

Advertise
When

6/17/99 between 5am and 5pm

803

Advertise
Wheredetailed web pages in
water sports

804

Enter # of web
pages on which
to advertise

20

805

Enter maximum
number of
accesses

200

806

Enter Bid
Amount

35

807

Submit
Ad Plan

808

8A

Ad plan Table

83

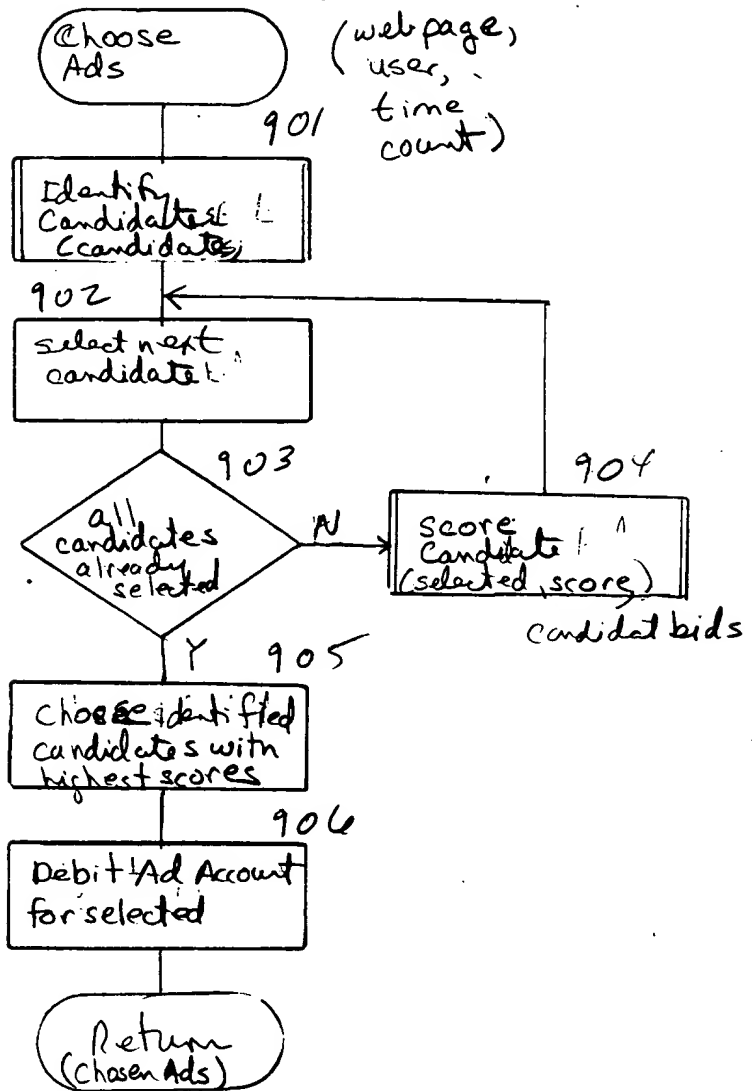
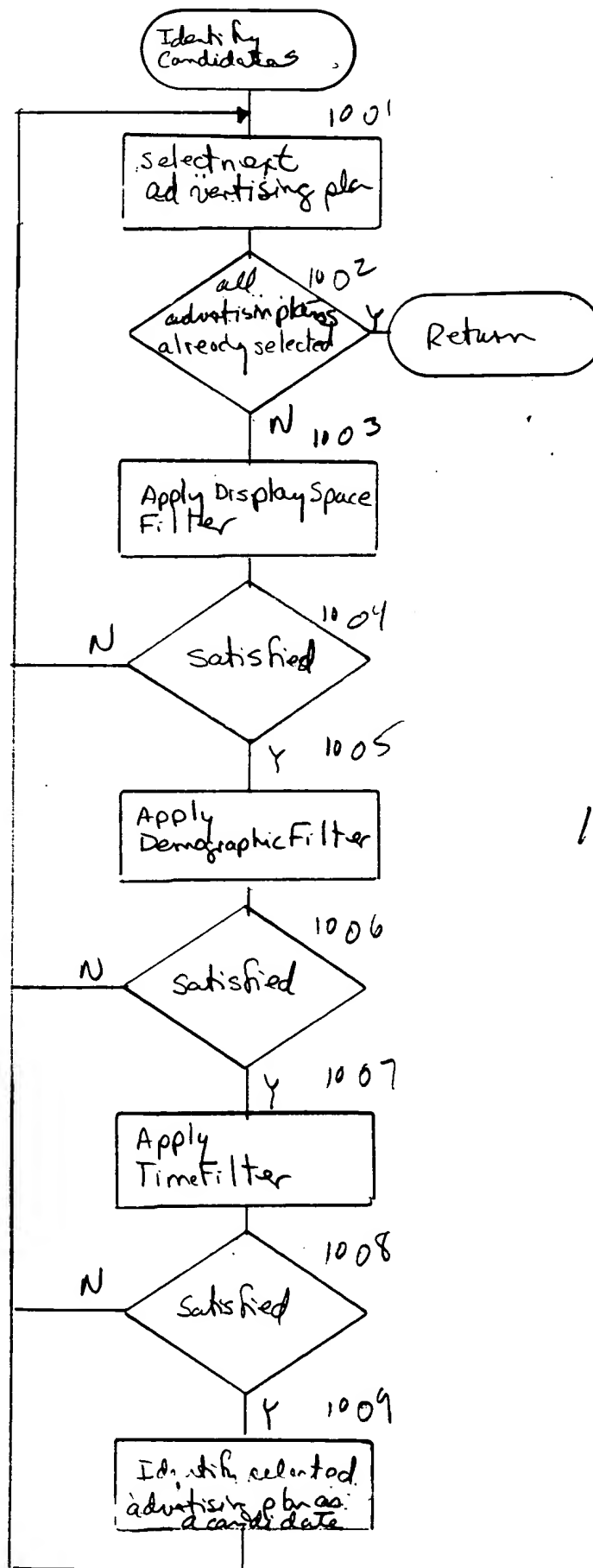


Fig 9



10

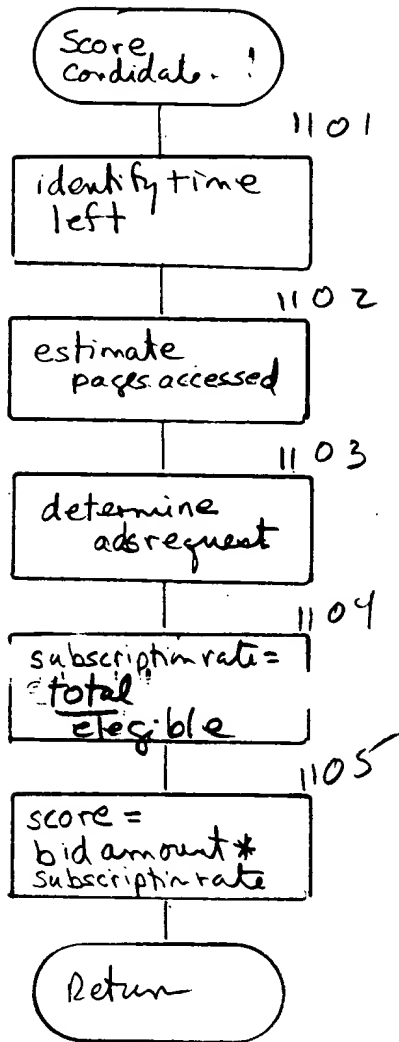


Fig 11

Advertising Parameters

Enter ID of Transaction : 1201

Enter Category : 1202

Enter Budget : 1203
(470 points in your Account)

Enter Price : 1204

Enter Duration : 1205

Develop
Advertising
Plan

Fig 12

Category Correlation Table

1301

Category	Category 1	Category 2	Category 3	Category 4	Category 5
1					
2					
3					
4					
5					

The Correlation Table
Item

1302

Category	Item 1	Item 2	Item 3	Item 4	Item 5
1					
2					
3					
4					
5					

Auto Bid
on Display Space

select next
category

1401
all categories
already selected

1402
N
ad. effectiveness =
est. bid amount *
f(correlation)

Y
select next item

1403
all items
already selected

1404
Y
ad. effectiveness =
est. bid amount *
f(correlation)

select next category
or item with next
highest ad effectiveness

1405
would placing
add exceed
budget

1406
Y
place bid @
est. bid amount

Done

Figure 14